

Hello - I am writing in reference to MB Docket No. 04-233. K-Love FM Radio is an important station for our family. We live in the Phoenix AZ market.

It provides a

positive message for my family to hear while we are in the car or in the backyard or just around the house. While K-Love is a national station, it is localized for us. In fact, it has more local "flavor" than the stations that are considered local, but are owned by large companies (such as Clear Channel) with multiple stations under their umbrella. (They have the exact same formatting and music selection in every market.)

If K-Love were displaced in the Phoenix market, we would not be able to listen to K-Love over the airwaves. This would have a tremendous impact on my family. We would be forced to listen to other stations that have negative messages and foul language used not only by the artists, but by the morning show hosts! I do not want my children listening to that.

K-Love is in the public's best interest because it provides an alternative to foul language and negative messages. Our children and other adults are exposed to so much of that throughout the day on television, in public, and on other radio stations. K-Love is the one media outlet that I can trust will speak to my family the way my husband and I speak to them.

I appreciate your time and consideration. Please do not allow K-Love to be removed from the Phoenix AZ market. Thanks very much.

Sheri MacDonald